**DESCRIPTION**

Based on IABC sponsored research in over 60 organizations, this guide provides an easy-to-administer model and instrument for measuring and managing trust in organizations. An explanation and practical applications accompany each of the model's five critical dimensions of trust: Competence, Openness and Honesty, Concern for Others, Reliability, and Identification. Using rich case examples and interviews, the book examines diverse approaches and opportunities for building trust—in peer groups, virtual environments, and with managers/supervisors, and top management. Individual interviews represent diverse organizational positions, responsibilities, perspectives, and geographic locations.

*Note: CD-ROM/DVD and other supplementary materials are not included as part of Kindle edition of this book.*

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